

# EFFECT OF MIX MARKETING ON RE-PURCHASE DECISION OF MUSLIM DRESS IN BOGOR (MUSLIM CLOTHING PRODUCT OF KEKE)

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## ABSTRACT

*The main objective of this study was to analyze the factors that determines consumers in their purchasing decisions Muslim dress and recommend the proposed marketing mix strategy affects customer satisfaction and loyalty which can have an impact on purchasing decisions / repurchase (repurchase) by consumers. The analytical methods used in this study Chi-Square Test, Thurstone Case-V Analysis, Correspondence Analysis, and Structural Equation Model. The results showed the purchasing decisions Muslim clothing there is a relationship between level of education and average revenue / expenditure per month with custom usage Muslim clothing, there are five sequences attribute Muslim clothing that is essential according to the respondents, the underwear model, quality of materials, patterns typical, leisure time used as well as an attractive packaging design. Muslim clothing brand Ke'ke is purchased by consumers because the ads fit the facts, reasonably priced, there are many models of quality koko and containerized, while shortcomings are in the variation of the veil / hijab and less spread of sales outlets. The products are very dominant. They influence purchasing decisions of consumers so that the superiority of the product should be maintained and even improved.*

*Keywords: muslim clothing, the mix marketing, re-purchasing decisions*

## ABSTRAK

*Tujuan utama penelitian ini adalah untuk menganalisa faktor-faktor yang menjadi penentu konsumen dalam memutuskan pembelian pakaian muslim dan merekomendasikan usulan strategi bauran pemasaran yang mempengaruhi kepuasan dan loyalitas konsumen yang dapat berdampak pada keputusan pembelian/pembelian ulang (repurchase) oleh konsumen. Metode analisis yang digunakan dalam penelitian ini Chi-Square Test, Thurstone Case-V Analysis, Correspondence Analysis, dan Structural Equation Model. Hasil penelitian menunjukkan dalam keputusan pembelian pakaian muslim terdapat hubungan antara tingkat pendidikan dan rata-rata pendapatan/pengeluaran perbulan dengan kebiasaan pemakaian pakaian muslim, terdapat lima urutan atribut pakaian muslim yang penting menurut responden yaitu model pakaian, kualitas bahan, corak yang khas, kenyamanan saat digunakan serta desain kemasan yang menarik. Pakaian muslim merek Keke dibeli oleh konsumennya karena iklan sesuai fakta, harga terjangkau, tersedia banyak model koko dan kualitas kemas, sedangkan kekurangannya pada variasi kerudung/hijab dan kurang tersebar nya outlet penjualan. Produk sangat dominan mempengaruhi keputusan pembelian ulang konsumen sehingga keunggulan produk harus dipertahankan bahkan ditingkatkan.*

*Kata kunci: pakaian muslim, bauran pemasaran, keputusan pembelian ulang*

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## INTRODUCTION

Increased religious passion Muslims have a positive impact on the development of Islamic products. Muslims now started to like the brand of Islamic nuanced and proud of their Islamic identity. As we know Indonesia is the country with the largest Muslim population in the world so it is very prospective as a target market. For basic necessities, clothes will always be needed without being limited season. Consumers will always need them. Moreover, a clothing business is affected by the trend of ever-evolving. When it appears the new model, consumers will soon be looking for him to keep up mode. Muslim clothing is clothing worn in the activities of a person that is according to Islamic religious laws, such as clothing robe, blouse, abaya, headscarf, koko clothing.

All of that obviously has implications for the business sector. There are so many business opportunities have sprung up along with increasing public interest to Islam. Among the growing business opportunities is Muslim clothing business. Indonesia itself is a prospective market for Muslim clothing. Indonesia itself is a prospective market for Muslim clothing. Based on data from the Central Bureau of Statistics in 2014 with a population of about 252 million and the majority of Muslims (Hidayatullah, 2015), Indonesia is a very promising market. In fact, the income level of the average population of Indonesia throughout 2014 reached 38.28 million rupiah per year (Merdeka, 2014). Thus, it is not surprising that more and more people are targeting Muslim clothing market in Indonesia. As a barometer of the national economy, Jakarta can be a reflection of the user community as well as representatives of Muslim clothing national trend and Bogor is as as one of the buffer of Jakarta Capital City that has a different behavior.

Based on data from the Central Bureau of Statistics in 2014 the population of Bogor (city) estimated at 1.048 million (BPS, 2013a) people with a predicted population growth of 2:38% per year, and the ratio of men and women by 52%: 48%. Furthermore spending per capita can be used as an approach to the incomes of population, as to know the level of social welfare. Average spending per capita in the city of Bogor in 2011 increased approximately 2:24% compared to 2010, amounting to Rp763.236 (BPS, 2013b), it means that every person in the city of Bogor in a month on average spend an amount of Rp763.236 to meet their basic

needs. Per capita expenditures are divided by groups of food and non-food items showed that the percentage of expenditure on non-food items is greater than the percentage of expenditure on food items. In 2012 the percentage of expenditure on non-food items amounted to 54.24%, 45.76%, while for the food (CPM, 2013c), Non-food expenditures including one for clothing and housing. Other important information is that the residents of the city of Bogor majority embraced Islam (90.46%). By looking at these conditions and its potential, then the city of Bogor has great prospects as a target market of Muslim clothing.

Until 2012 Ke'ke product sales had a very good increase, but after 2012 experienced a decline in sales. In 2013-2014 it was decreased by -10.1%. If no action was taken, it is concerned that in the next year this decline would be continued. Action to maintain the product was in order to make the purchase again become something that must be done and real. The Company itself has done a variety of marketing communications activities to encourage an increase in sales, but has yet to show positive results. Another thing that needs attention is the presence of higher consumer demand so that consumers will feel satisfied when buying and using products Muslim clothing. Based on the identification of the above problems, the formulation of research problems alleged to the ineffectiveness of mix marketing strategy undertaken by the company, the consumer that is not satisfied with the product of Muslim clothes they buy and use today and their competitors are aggressively offering their products to the same market, it would be the decrease in product demand of Ke'ke.

The main objective of this study was to analyze the factors that determines consumers in their purchasing decisions Muslim dress and recommend the proposed marketing mix strategy affects customer satisfaction and loyalty that can have an impact on purchasing decisions/repurchase (repurchase) by consumers.

The scope of this study is based on the formulation of the problem and research objectives that focus on the causes of Muslim decline in demand for apparel products Ke'ke 'related elements of the mix marketing (product, distribution and promotion) in the city of Bogor during the last two years to all kinds of products from clothing Muslim clothing children to adults. Muslim clothing is clothing worn in the activities of a person that is according to Islamic religious laws, such as clothing robe, blouse, abaya, headscarf, and clothing koko. The

price element is not included in the scope of the price due to product price positioning Ke'ke 'has been defined as a price follower of competitors' products.

## METHODS

This research was conducted in the city of Bogor and the time of the study carried out for two months, starting from July 2015 until August 2015 by using descriptive survey method. Bogor municipal elections for nationwide have sales growth rate of Muslim clothing that works well and has become a barometer of other regions since the company was established.

The types and sources of data used in this study are primary data and secondary data gathered from several sources that are already exist. Population of the research is resident in the city of Bogor. From this population, it is selected the sample of the population both product users and non-users of Muslim clothing products Ke'ke 'by purposive sampling technique.

In this study selected 102 respondents consisting of 85 respondents 17 respondents product users and non-

users of the product. Techniques of data retrieval are performed through interviews and questionnaires. Furthermore, from the data collected, analyzes use the techniques of analysis of Chi-Square Test, Thurstone Case V Analysis, Correspondence Analysis, and Structural Equation Model (SEM).

Chi-square test was used to test the relationship independent variables and variables associated with the chi-square test ( $\chi^2$ ). Thurstone Case-V Analysis used in assessing the importance of the attributes of Muslim clothing. Correspondence Analysis is used for classifying or grouping. In the analysis of Chi-Square Test, Thurstone Case V Analysis, Correspondence Analysis takes into account all respondents.

Structural Equation Modeling (SEM) was used to determine the variables related to the phenomenon of causality (cause and effect variables) that is estimated, where respondents that are taken into account only for 85 respondents product users Ke'ke. In the most common form of these models are variables that cannot be measured directly. Variable indicator of exogenous and endogenous indicator variable in this study, as shown in Table 1.

Table 1. Indicators of endogenous and exogenous

Endogenous indicator	Exogenous indicator	Symbol
Product	packaging design	X1.1
	Quality packaging	X1.2
	The style that is typical	X1.3
	Availability of models of gamis clothes	X1.4
	Availability of models of hijab/ veil clothes	X1.5
	Availability of models of blouse clothes	X1.6
	Availability of models of koko clothes	X1.7
	The quality of clothing materials	X1.8
	User guide and wash clothes	X1.9
Distribution	Points of sales spread	X2.1
	Appearance attractive outlet	X2.2
	Outlet support facilities ( toilet, ac, prayer room, lounge area)	X2.3
	Cleanliness outlet	X2.4
	Security point of sale	X2.5
	Ease of parking at the outlet	X2.6
Promotion	Advertisement accordance with the facts	X3.1
	Rebate (discount)	X3.2
	Promotion Event that is often held	X3.3
	Interesting Advertisement	X3.4

Previous research related to marketing mix among others Stremersch and Tellis (2002) and Schoefer (1998) which states that the product is very influential factor on satisfaction and purchase decisions by consumers. Besides, according Denier (2012) cultural, social class, family and personal influence on consumers' purchase decisions. Especially for the quality of products, in line with the results of Chao and Gupta (1995) and Setyaningsih (2014) stated that the quality of products/services have a significant effect in improving satisfaction, trust and loyalty of consumers. Santoso and Nadjib (2015) concluded that the simultaneous brand image has a significant influence on purchases intention.

While Saraswati (2012) in research related retail sales distribution strategy concluded that the right marketing mix affects the distribution of consumers visit in Denpasar. Rizki (2013), Azizi and Wisdom (2008) in his research conclusions stated that the marketing strategy through the identification of segmentation, targeting and positioning based on consumer perceptions. From the results indicate that consumer characteristics crosstabs. From the results crosstabs show that consumer characteristics (age, marital status, education, monthly income and expenses), relating to the impression and willingness to make repeat purchases. Haddad et al. (2011) and Kunto (2007) stated that situational factors influence the purchase decisions of consumers. According Reinstaller and Sanditov (2005), consumption is interpreted as a social

activity that is limited by social norms and the class structure of society. Communities that allow a wide variety of behavior will provide a faster adoption rate on new consumer goods. The framework of this study is presented in Figure 1.

## RESULTS

From the 102 respondents consisted of 88.2% women and 11.8% of men obtained information that the age range of most respondents between the ages of 31-40 years (46.1%), followed by the age range of 20-30 years (33.33%). The number of respondents who were married as much as 74.5%, 19.6% unmarried and the rest widower/widow of 5.9%. The number of dependents are most with 1 dependents of 26.6%, the next two dependents (25.3%) and 3 dependents (20.3%). Number of dependents of women as much as 56.7% and the number of dependents of men 43.3%. Qualifications of the most respondents are high school education or the equivalent of 38.2%, then the S1 (28.0%) as well as under high school (19.6%). When viewed from a range of incomes, respondents with incomes below Rp900,000.00 is the highest in the amount of 41.2%. Furthermore, 22.5% with a range of up to Rp1,000,000.00–1,500,000.00 income and 21.6% with revenues between Rp1,500,000.00 until Rp2,500,000.00. Based on the profession, the two majority professions are private employees (43.7%) and housewives (35.9%).

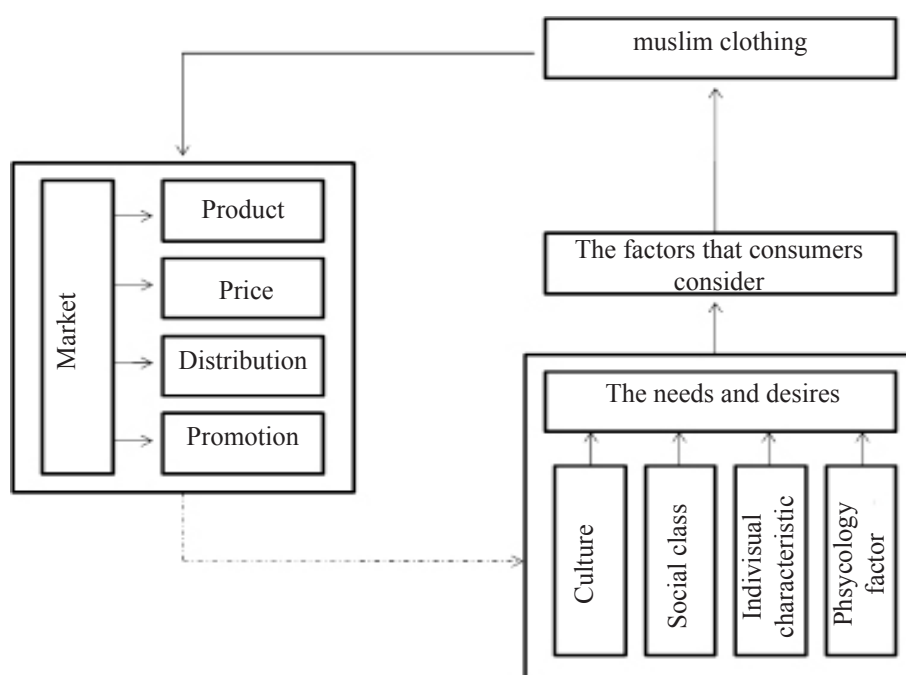


Figure 1. Research framework

Usage habits of Muslim clothing, mostly Muslim clothing used to attend certain events (51.9%). Muslim clothing type most widely used is the gamis (30.7%) and the largest Muslim clothes shopping that is as a choice of respondents are in the public market outfitter of 41.6%. Sales through online media are still very low at only about 5%.

### Relations of demographics respondents with user of Muslim clothes

The relationship between the demographics of respondents with usage habits of Muslim clothing were tested using the Chi-Square Test. Demographic relations with this Muslim clothing usage habits to determine the factors that can stimulate the need or desire in Muslim clothing purchase decisions, for example, the relationship between age of respondents through familiarity with Muslim clothing, education level of respondents with the habit of using Muslim clothing.

If the value  $\text{prob} < \alpha 5\%$ , it is significant and if the value  $\text{prob} > \alpha 5\%$ , it is not significant. Table 2 shows that there is a relationship between education and the average revenue per month with usage habits of Muslim clothing. This is indicated by the probability value  $< 5\%$ , that is for the relation between education and consumption habits of Muslim clothes of 0.04%, and the relationship between the average income of a month with usage habits of Muslim clothing is 4.05%. Education and income factors can stimulate a need or desire in Muslim clothing purchase decisions. Sex, age

and marital status have no significant relationship with the usage habits of Muslim clothes

### The main factors that necessitated the purchase decisions of Muslim clothes

To judge the importance of the attributes in the purchase of Muslim clothing use Thurstone Case V Analysis. The attributes measured in order of priority and importance level desired by the respondent. The analysis shows the priority order of most preferred attribute to the deemed preferred.

Table 3 shows that the respondents stated that the decision to purchase Muslim clothes, which is considered the most important attribute, is the quality of clothing materials (11.2%). Other attributes that are also important in order are models clothes (10.1%), convenience when using (9.8%), the appropriate price (9.7%), ad-factly (8.8%) and durability (7.6%). While the three attributes that are considered as the most important are attractive advertising (0.0%), well-known clothing brands (0.6%), user guide and wash clothes (0.9%).

### The linkage of the brand with attributes of Muslim clothes

In this study, Correspondence Analysis was used to see the relevance or proximity of a brand with the attributes of the product Muslim clothing. There are three Muslim clothing brand, that is known by most respondents ie Ke'ke brand', Dannis and Robanni.

Table 2. Results of Chi-square test

Relationship between variable (var) (var 1- var 2)	Chi-square calculation	Df	Prob (%)	Description	Conclusion
Gender-usage habits	3.048	2	21.78	Not significant	There was no relationship between the sexes with user habits
Age- usage habits	9.606	10	47.57	Not significant	There was no relationship between age and usage habits
Status marriage-user habits	2.44	4	65.54	Not significant	There was no relationship between marital status with user habits
Last Education - Habits usage	32.152	10	0.04	Significant	There is a relationship between education last at usage habits
The average income-consumption habits	18.979	10	4.05	Significant	There is a relationship between the average income of the usage habits



Table 4 shows some of the statements that is selected by the respondent on the attributes that are rated according to their respective product brand Muslim clothing. Based on respondents' preferences, Ke'ke's products have quality and widely available materials of koko models. As for the brand Dannis distinctive types of patterns and quality of fabrics is very respondents' feel. It is perceived by the respondents to the brand stand out Robanni that is widely available of veil models and outlets.

Prob value (0.0356) is smaller than 5% alpha so H0 is rejected. It means that there is a relationship between the brand attributes. Figure 2 shows the closeness of the brand with the attributes of the three dominant brand in accordance stuffing on a questionnaire distributed and completed by the respondents, the brand Ke'ke', Robanni and Dannis. The conclusion that can be delivered is that for brands Ke'ke 'there is a strong dominant attribute

that is discounted (A19), the quality of materials (A8), a price tag that clearly (A17), many available models of Koko (A7), the packaging quality (A2), As for the weak attribute is lack of availability models hoods (A5) and the outlet that is less scattered (A10). For brands Robanni dominant attributes are attractive advertising (A21) outlets (A10), the availability of many models of hoods (A5), the appearance of an attractive outlet (A11) and plenty of available models blouse (A6). However, there are two (2) attributes that are still weak namely packaging quality (A2) and packaging design (A1). As for the brand Dannis dominant attributes that are often widely available are gamis (A4), packaging design (A1), a style that is typical of (A3) material quality (A8) and comprehensive facilities in the outlet Dannis (A12). However there are two attributes that are still weak namely engaging ad (A21) and the lack of any type hoods (A5).

Table 3. Attribute of muslim clothing

Attribute	Important Attribute	
	Frekwensi	percent (%)
The quality of clothing materials	87	11.2
Model clothes	78	10.1
Comfort when using	76	9.8
The appropriate price	75	9.7
Advertisement accordance with the facts	68	8.8
Durable	59	7.6
The style is typical	45	5.8
The price tag is clearly	41	5.3
Appearance attractive outlet	39	5.0
services seller	26	3.4
Attractive packaging design	24	3.1
Cleanliness outlet/point of sale	23	3.0
Ease of parking at the point of sale	23	3.0
Rebate (discount)	22	2.8
Event promotions that are often held	18	2.3
Environmental safety at the point of sale	17	2.2
Quality packaging	15	1.9
Supporting facilities and service facilities in the location of the outlet (toilet, air conditioning, rooms, waiting rooms)	15	1.9
The outlets are scattered and available everywhere	11	1.4
User guide and wash clothes	7	0.9
Well-known clothing brands	5	0.6
interesting Advertisement	0	0.0

Table 3. Attribute of Muslim clothing

Attribute	The number	Choice	Respondent
	KeKe	Dannis	Robanni
Attractive packaging design	41	9	12
Quality packaging	31	6	8
The typical style	47	11	17
Widely available of clothes gamis	40	10	21
Widely available veil	21	5	30
Widely available blouse	18	4	12
Widely available models Koko	51	10	15
The quality of clothing materials	55	11	18
User guide and laundering	20	3	10
outlet spread	23	5	24
Appearance of attractive outlet	18	5	16
Facilities of supporting outlet and complete facilities	16	4	9
Cleanliness outlet	28	5	16
Security place of sale	22	3	10
Ease of parking at place of sale	17	2	11
Affordable prices	48	5	10
Clearly price tag	36	5	13
Advertisement fit the facts	29	4	15
Rebate (discount)	33	6	12
Frequent promotions	17	2	10
Interesting advertisement	12	1	10

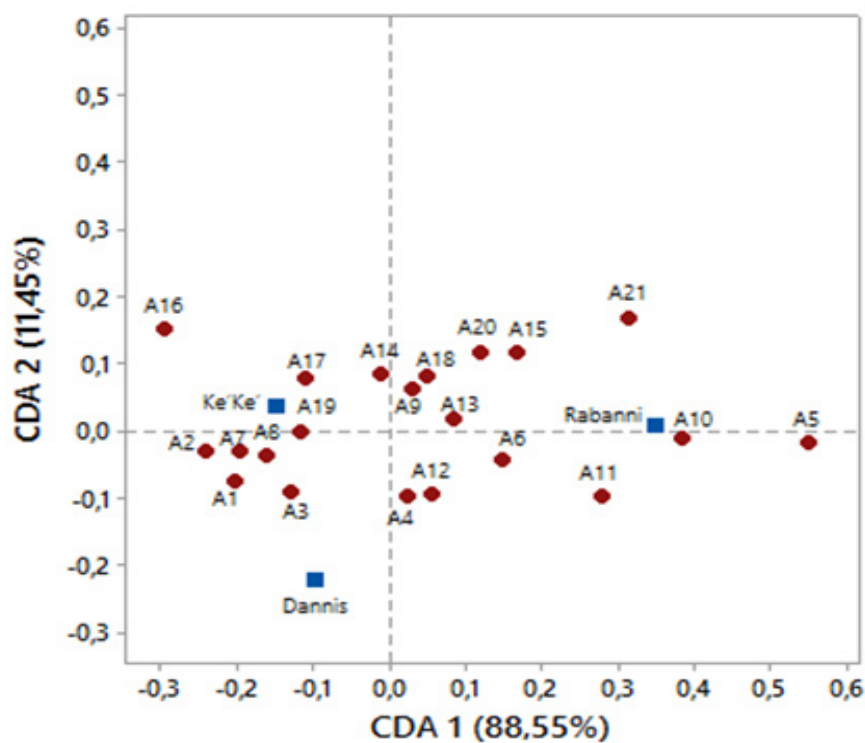


Figure 2. Brand and attribute biplot

## Causality Relationship Between Variables

Model structure of influence marketing mix and consumer behavior of consumer satisfaction that are already using the product of Ke'ke 'and decision making repeat purchases Muslim clothing are presented in Figure 3 and Figure 4.

Broadly speaking SEM results are stating that the product has a significant and positive contribution to the formation of interest in purchasing the Muslim clothing. After the significance test, subsequent visits are also a load factor (factor loading) of any existing variables. The load factor (loading factor) that shows the contribution of each variable can be seen in Figure 3.

There is some measure of conformity (Goodness of Fit) that must be met in order for a model built unacceptable. There are three models of due diligence, the Goodness of Fit Index (GFI), Adjusted GFI (AGFI) and Root Mean Square Residual (RMSR). Good model has value  $\geq 0.80$  AGFI and in this study AGFI worth 1.00 so that the model can be accepted. RMSR is an average residual difference per degree of freedom which is expected in the population. RMSR good value

is  $\leq 1$ . In this study RMSR value amounted to 0,018, which means the model is acceptable.

Product research results of an indicator variable (X1) on the availability of models koko Muslim clothes has the largest value in load factors that is (0.90) among the six variables other indicators. Meanwhile, an indicator variable that has the lowest load factor is (0.56) where the availability of a model Muslim wear veils still few and the quality of the packaging.

From the distribution side of attractive appearance outlet becomes very important, where the belief in an attractive outlet problem is an indicator that has the greatest contribution (0.86) to construct Distribution (X2). Meanwhile, an indicator variable that has the lowest load factor (0.67) where the respondent believes that ease of parking at outlet gives the effect of low desire to buy products Muslim clothing.

The belief that the advertising is interesting, is indicator variable that has the lowest load factor (0.80), while doing promotions with discounts is the greatest indicator variable value (0.89) for contributions construct Promotion (X3).

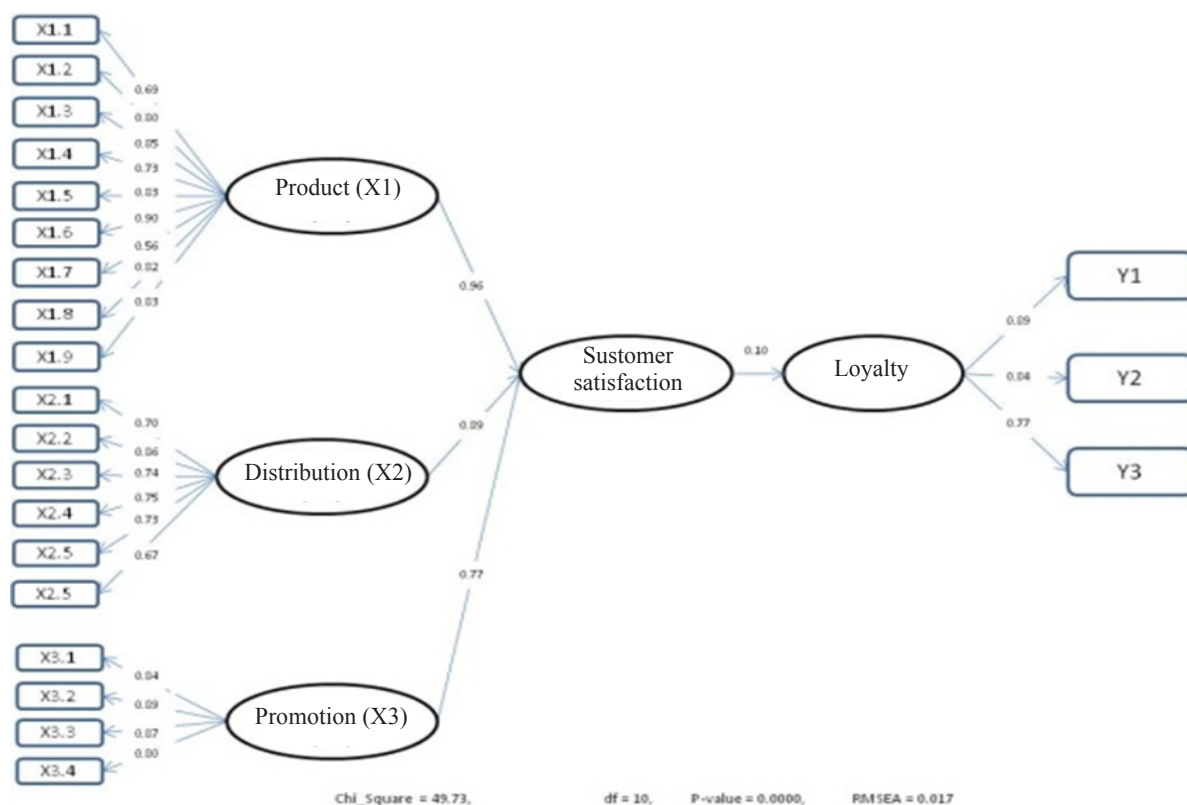


Figure 3. Standardized loading factor



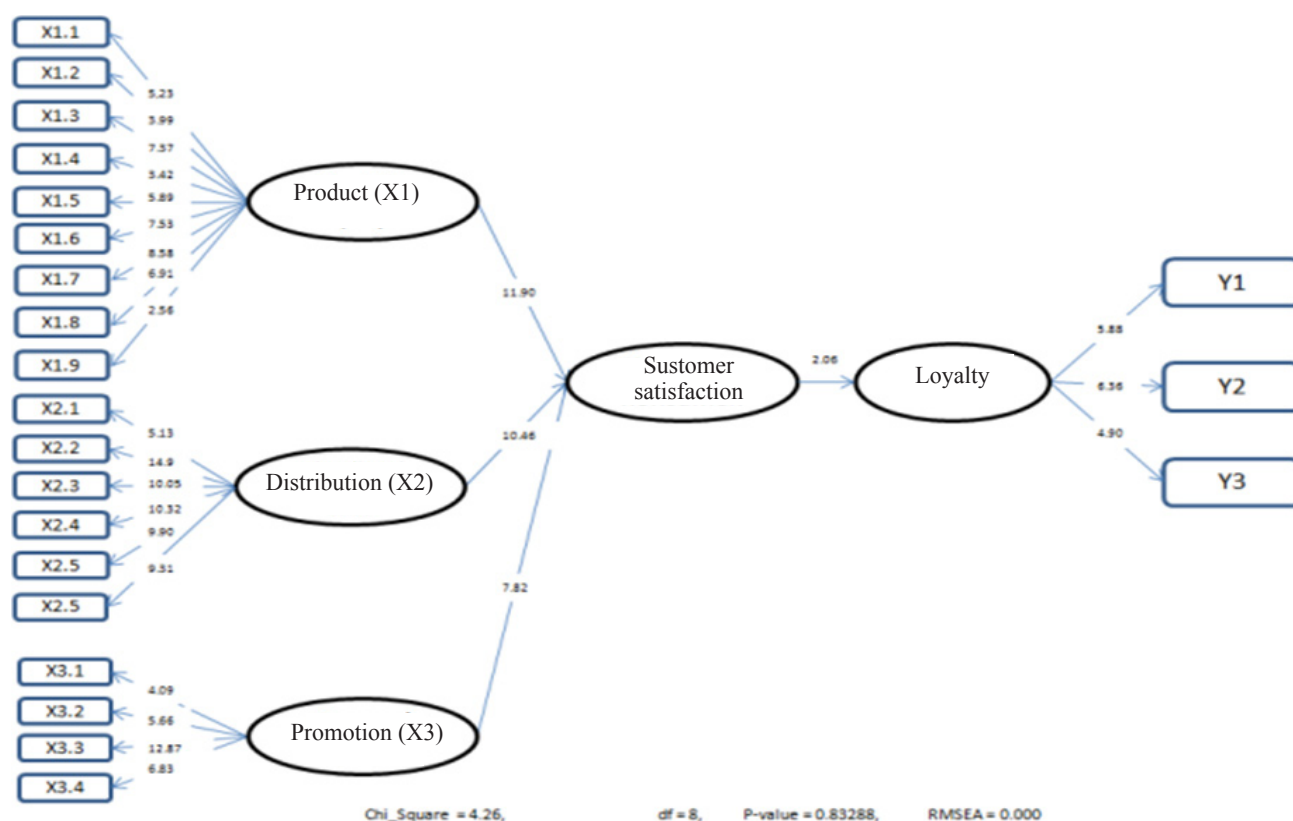


Figure 4. T Count

Loyalty variable latent to Muslim clothing brand Ke'ke 'has three indicator variables, there are the respondents who are willing to buy the product Ke'ke in six months (Y1) with a contribution of 0.89 load factor, respondents who are willing to recommend others to use clothes Muslim Ke'ke '(Y2) with a contribution of 0.84 and a load factor of respondents always follow the latest developments and information related to Muslim clothing products Ke'ke (Y3) with load factors contributing 0.77.

Research Liu (2002) and Santoso (2006) study the factors that influence brand choice decision. This study concluded that the selection of the brand of a product can be divided into two attitudes, namely the brand product and attitude to service quality. When price and service dominate the choice among producer, it is affected by the purchase of its features and its development. Nugraha (2015) in his study delivered to retail product promotion strategy that can be executed include discounts, loyalty programs, rental displays, billboards, and black bonus or additional discounts.

### Managerial Implications

According the analysis that has been done, then the factors - factors that need to be considered and to meet

the objectives of the study recommended mix strategy to increase customer satisfaction and loyalty that affect the purchase/re-purchase of products Ke'ke 'by consumers and managerial optimum implementation to be run by the company.

In the marketing mix "products" strategies that can be done will affect consumer purchasing decisions/re-purchase products Muslim dress includes maintaining the quality of best clothing materials (cotton) by maintaining models and styles distinctive to support comfort when using these clothes, maintaining consumer perceptions of packaging that has been through the redesign of packaging to be better. In addition, variations of the model to reproduce koko clothes in order to maintain the perception that Ke'ke 'has a lot of fashions koko. Furthermore, with developed and started also producing a kind of Muslim wear the robe, blouse and veil due to the three types of clothing blouse, user habits and veils are quite large.

On the promotion of strategies that need to be done include multiply above the line promotional activities mainly by presenting a brand ambassador and multiply testimonials/references on product excellence, the use of the promotional budget to the right consumer groups and selective. In addition, the need to promote

the product in accordance with the facts, especially regarding the quality, model, style, function, price according to the quality. For prospective customers who are already familiar with the product Ke'ke 'but still hesitant to use it, need to be made an interesting program for them to be able to use garments Ke'ke. Get member program that encouraged the member back and free sample can be an alternative that can be done by a company that the customer can try it out first.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

From the various approaches of analysis that has been done, then in accordance with the research objectives of the research results obtained five orders of attributes of Muslim clothing that influence the purchase decisions of apparel Muslims are clothing model, quality of materials, patterns typical, comfort during use, attractive design packaging. Excellence in five of these attributes needs to be maintained as well as improve other attributes that were ranked below it in order to become better. Especially to Muslim clothing brand Ke'ke, the main attributes inherent in the product and perceived by the respondents are the discounts, the quality of ingredients, the price tag that is clearly provided many models koko, quality packaging.

From the results of this study, it is also essential that the information obtained to increase customer satisfaction and loyalty are very dominant factor in influencing product that can have an impact on the purchase/re-purchase of products Ke'ke 'by consumers. In addition it is necessary to also increase packaging design, maintain product quality, reproduce variations koko clothes, adding outlets at strategic places, security of sales, advertising fit the facts, and increased promotional event. If you want to win the acquisition/penetration in competition with its main competitors, the increase in the number of outlets can be an alternative that can be done.

### Recommendations

Suggestions can be submitted based on the results of this research is to be carried out more intense to the product development in order to continue to make product Ke'ke 'perceived as a product of good quality, with prices to match the quality, as well as ads that

appear show the truth. It certainly will have an impact on purchasing decisions/re-purchase of Muslim clothing products Ke'ke'.

For further research, it is recommended to evaluate the level of customer satisfaction with quality distribution services in the distribution chain Muslim clothing branded products until the product is accepted by consumers considering popularity of this study that is still more consumers to make purchases in the general market clothing seller rather than in the official outlets.

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